



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: AUGUST 3, 2018  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting**

Tuesday's City Council meeting includes a 5-minute presentation from Fair Maps Colorado, the consent agenda and the public hearing for the proposed Iron Wheel Subdivision.

### **TID BITS:**

- We submitted the grant application to the Department of Local Affairs for the two-year Best & Brightest program this week.
- We held a meeting in Fruita with our Economic Development partner agencies in the valley to coordinate efforts.
- Attended the Fruita Chamber Government Affairs committee meeting.
- Met with the Superintendent of the Colorado National Monument to regarding long-term plans and our master planning process during 2019-2020.
- We met with the realtor for much of the developable land in the Industrial Park to coordinate efforts, zoning and leads. She and the owners of the land are working to update the Vitality Film video on the park to include the new cable wake-board park and the FHE expansion.

### **Engineering**

- Reed Wash Bridge was set Wednesday morning. Concrete decking and approach concrete to follow.
- Submittals are coming in on the Highway 6 Interceptor Sewer in anticipation of a mid-to-late August construction start.
- Adobe Falls has completed sewer infrastructure.
- Pinewood Estates is prepping for concrete placement.
- Meeting with applicant on Sunset Point to go over review comments.
- Rim Rock Trail Improvements project is underway. Contractor plans to complete the section between Arches Drive and Rim Rock Elementary School by the August 15 start of school. A detour through Vista Valley's Wolf Creek Court will be maintained for the section between Pine Street and Arches Drive once school begins.

*Honor the Past – Envision the Future* **FRUITA**

- Cedar Way Improvements project is out for advertisement this Sunday with a bid opening set for August 24, 2018, at 1:30 pm.

### **Planning & Development**

- We have issued permits for 69 new dwelling units through July this year. 2017 totaled 46. Full report is below.

#### **Major Subdivisions**

- Soren Estates is currently under construction.
- Pinewood Estates is currently under construction. Sewer and water connections have been completed. Roads and sidewalks should be coming soon.
- Iron Wheel Major Subdivision will be before City Council August 7, 2018.
- Oak Creek Minor Subdivision (located at 18 ½ & K.4 Rd) is currently under review.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado) is under review.

#### **Site Design Review**

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Currently under construction.
- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.
- Brandon Commercial Phase III has been submitted for review.

#### **Code Enforcement**

- FREE HOA Workshop Saturday, September 15, 2018 – 9 am-11 am at the Fruita Community Center. Topics to be discussed: weeds, tree issues, trash and junk, traffic issues, when a permit is required, exciting new projects in the City of Fruita, animal complaints, abandoned vehicles, etc.

#### **Special Projects**

- Oak Creek North Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Oak Creek South Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Fruita Collar Club Conditional Use Permit- dog boarding/daycare facility located at 110 E. McCune Ave
- Legacy PUD Guide Amendment to add residential uses within the development.

### **Public Works**

- As reported last week, we will be finishing the chip seal work on Pine, Ottley, Mesa and Cherry during the week of August 6<sup>th</sup>, but striping will occur the following week.

## **Parks & Recreation**

- Two new part-time recreation coordinators were hired this week at the Fruita Community Center. We'd like to welcome Stephanie Vector as our new Aquatics Coordinator – she will oversee aquatics programs (swim lessons, swim teams, water aerobics, etc.). We'd also like to welcome Sierra Bigalow as a new Facility Coordinator – she will manage the facility during the evening and weekend hours of operation.
- There is only one more Thursday Night Concert left for the year. On August 9<sup>th</sup>, **Soul Habit** (Funk and Soul) will close out our summer concert season. I heard all the cool kids in Fruita will be there!
- Also playing on August 9th at the Riverfront Concert in the State Park are the **Bellamy Brothers**. All the other cool kids in Fruita will be at this one. Just too much coolness and music happening in Fruita.
- On Saturday, August 11<sup>th</sup>, head to Little Salt Wash Park for Cops & Cars. Our very own Kevin Paquette helps put this event on for the Special Olympics of Colorado!

## **Human Resources/Tourism**

- Soliciting quotes from multiple health insurance providers.
- Blood Drive on Aug. 7 of 1:30 – 3:30 in Civic Center parking lot.

## **Admin/Finance**

- Work continues on the 2019 Budget with revenue estimates, personnel cost projections and the five-year Capital Improvement Plan. Departments are working on their expense estimates for 2019.
- Interviews for the new Accounting position continued this week.

## **FRUITA IN THE NEWS (and regional news of impact to Fruita):**

- Growing pains felt in Fruita: <http://www.nbc11news.com/content/news/489679671.html>
- Fruita pushes for more smoke-free zones: <https://www.westernslopenow.com/news/local-news/fruita-pushes-for-more-smoke-free-zones/1340280538>
- Fruita might ban smoking in city parks and open spaces, not everyone agrees: <http://www.nbc11news.com/content/news/489798671.html>
- Three-day T.H.E. Summit planned for Fruita in October: <https://www.bicycleretailer.com/industry-news/2018/07/30/three-day-trail-summit-planned-fruita-october#.W2B6j8KouUk>
- Want to live closer to recreation and agriculture? Head west to Loma and Mack: [https://www.gjsentinel.com/special\\_sections/real\\_estate/want-to-live-close-to-recreation-and-agriculture-head-west/article\\_117e00fe-942a-11e8-85c8-10604b9f1ff4.html](https://www.gjsentinel.com/special_sections/real_estate/want-to-live-close-to-recreation-and-agriculture-head-west/article_117e00fe-942a-11e8-85c8-10604b9f1ff4.html)
- Patriot Riders hold flags high for traveling Veterans: <http://www.kjct8.com/content/news/Patriot-Riders-hold-flags-high-for-traveling-veterans-489799021.html>
- Rafters help rescue pilot after crash into Colorado River: <https://www.krdo.com/news/top-stories/rafters-help-rescue-pilot-after-crash-into-colorado-river/775972015>

- Biz Buzz—Jimmy Johns: [https://www.gjsentinel.com/news/business/biz-buzz-aug/article\\_f3a96c3a-954b-11e8-9fad-10604b9f1ff4.html](https://www.gjsentinel.com/news/business/biz-buzz-aug/article_f3a96c3a-954b-11e8-9fad-10604b9f1ff4.html)
- First woman among beef industry group officers: <http://thebusinesstimes.com/fruita-woman-among-beef-industry-group-officers/>
- Palisade Plunge fundraiser nearly doubles its goal: <http://www.nbc11news.com/content/news/Palisade-Plunge-fundraiser-nearly-doubles-its-goal-489707611.html>
- D51 gives update on bond measure, mill levy: [https://www.gjsentinel.com/news/western\\_colorado/d-official-gives-update-on-bond-measure-mill-levy/article\\_3ed64fbc-954b-11e8-aad8-10604b9f6eda.html](https://www.gjsentinel.com/news/western_colorado/d-official-gives-update-on-bond-measure-mill-levy/article_3ed64fbc-954b-11e8-aad8-10604b9f6eda.html)
- Haze persists as wildfires spread in western Colorado: [https://www.gjsentinel.com/news/western\\_colorado/haze-persists-as-wildfires-spread-in-western-colorado/article\\_f3121ae2-954b-11e8-9fa5-10604b9f1ff4.html](https://www.gjsentinel.com/news/western_colorado/haze-persists-as-wildfires-spread-in-western-colorado/article_f3121ae2-954b-11e8-9fa5-10604b9f1ff4.html)
- A colossal blunder and more questions: [https://www.gjsentinel.com/opinion/editorials/a-colossal-blunder-and-more-questions/article\\_9834e33a-944b-11e8-8be7-10604b9f6eda.html](https://www.gjsentinel.com/opinion/editorials/a-colossal-blunder-and-more-questions/article_9834e33a-944b-11e8-8be7-10604b9f6eda.html)
- XCEL's plan deserves some extra scrutiny: [https://www.gjsentinel.com/opinion/editorials/xcel-s-plan-deserves-some-extra-scrutiny/article\\_556fe3c0-9521-11e8-a4bc-10604b9f6eda.html#tncms-source=article-nav-prev](https://www.gjsentinel.com/opinion/editorials/xcel-s-plan-deserves-some-extra-scrutiny/article_556fe3c0-9521-11e8-a4bc-10604b9f6eda.html#tncms-source=article-nav-prev)

**UPCOMING EVENTS** *(When an RSVP is required I will include the information. I also ask that you let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you.):*

- **Tonight, Aug. 3** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Park.
- **Aug 4** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 7** The City and Chamber are hosting a Blood Drive with the St. Mary's mobile blood drive center in Civic Center parking lot from 1:30 – 3:30 pm.
- **Aug. 9** is the last Thursday Night Concert of the summer in Civic Center Park at 7:30 pm featuring Soul Habit (Funk & Soul).
- **August 9** is the last Riverfront Concert of the year at James M. Robb State Park in Fruita. Gates open at 5:30 pm and the concert begins at 7:30 pm with the Bellamy Brothers.
- **Aug. 10** we will be hosting the Small Business Development Center and Governor's Small Business Advisory Council in Fruita who will be meeting with various businesses as arranged by the local SBDC and Business Incubator Center.
- **Aug. 11** is the 4<sup>th</sup> annual Cops & Cars Car Show from 9 am – 3 pm at Fruita Monument High School to benefit Special Olympics. Flyer below.
- **Aug. 11** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 15** we are hosting the AGNC Board meeting at the Community Center from 9 am – 1:30 pm.
- **Aug. 18** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the official Grand Opening event for the Cameo Shooting and Education Complex. More info to come.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Park.

- **Sept. 7 & 8** is the Kokopelli 140 Ultra Run and Mountain Bike Race from downtown Fruita to Moab. [www.kokopelli140.com](http://www.kokopelli140.com) Mayor Kincaid is riding the two-day race—all 140 miles, and the City will also have a relay team!
- **Sept. 15** is the Fruita Residents & HOA Board Member Workshop with our Code Compliance Officer from 9am – 11 am at the Fruita Community Center.
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2018** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events> and upcoming are copied below.

CC. Department Directors

Kokopelli 140	9/7/18	Open Venue	wraps up back in Fruita	Ultra marathon and mountain bike race to Moab, Utah. Participants bussed back to Fruita.
Fruita Fall Festival	9/21/18	Open Venue	Downtown Fruita	Parade, carnival, crafts, food, music and other attractions.
Tour of the Moon	9/29/18	8am-5pm	Civic Center Pavilion	Bike Tour Fruita aide station.
Truck N Treat	10/27/18	10am-Noon	Civic Center Park	Wear your costume and explore unique vehicles!
Trick or Treat Street	10/31/18	3pm-5pm	Downtown Fruita	Visit the Fruita downtown businesses to collect candy!
Rimrock Marathon	11/3/18	8:00 AM	Colorado National Monument	Continuing a yearly tradition occurring inside the CNM, this venue provides epic views and a world class running course.
Holiday Arts and Crafts Fair	12/8/18	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	12/8/18	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	12/19/18	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa!
<p><b>For more information, or if you don't see the event you were looking for:</b>            City of Fruita Parks and Recreation Department (970) 858-0360            Fruita Tourism <a href="http://www.gofruita.com">www.gofruita.com</a> (970) 858-8373            Fruita Chamber of Commerce (970) 858-3894</p>				



## How to Start a Business in Western Colorado

This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

**\$55**  
Class Fee

### Upcoming Class Dates

Tuesday 8/7 6-9pm  
Tuesday 8/21 9am-12pm  
Tuesday 9/18 1-4pm  
Thursday 10/4 6-9pm

### Fast Trac Business Basics

MUST PRE-REGISTER CALL (970) 243-5242

Classes are offered from 12-1 PM

*Must take Starting a Business Class first*

#### Market Research

Learn to use market research tools to generate more business 8/16/18  
9/20/18

#### Business Planning

Write a plan to help ensure the success of your business 8/9/18  
9/13/18

#### Internet Strategies

Learn how to be accessible through the internet 8/2/18  
9/6/18

#### Licensing

License your business online 8/23/18  
9/27/18

#### Cash Flows

Learn how to do a cash flow budget using Excel 7/26/18  
8/30/18



## Leading Edge Business Planning and Management Course

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

#### Who can participate?

Owners of start-up and existing businesses.

Start Date: Aug. 28, 2018 | Graduation: Nov. 13, 2018

Download application at [gincubator.org](http://gincubator.org) or see the front desk. Application and payment due Aug. 21.

Cost: \$275.00

Classes held Tuesday evenings from 6-9pm

Call (970) 243-5242 to register or visit [gincubator.org](http://gincubator.org)

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location  
325 East Aspen Avenue  
Fruita, CO



The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

July 31<sup>st</sup>  
9AM-1:30PM

## Government Contracting Workshop

Are you interested in doing business with the government? This workshop will help you understand the various federal and state government certification programs that can give you a competitive edge in contracting. You'll learn about the eligibility requirements and benefits for minority, woman, and veteran-owned businesses, as well as those in special economic zones and smaller-sized businesses. You'll also have a chance to talk with government representatives and partners who can help get you started.

Cost: \$15 (includes lunch)

## Business Valuation

WHAT'S IT WORTH TO YOU?

Aug. 3<sup>rd</sup>  
1-2:30PM

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide an opportunity to command a premium price?

Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Cost: Free

Sept. 14<sup>th</sup>  
2-4PM

## How to Protect What's Yours

UNDERSTANDING INTELLECTUAL PROPERTY

Patent Attorney Judith Keene from Holzer IP Law in Denver will lead this workshop on understanding intellectual property and how to protect what is yours.

#### Topics include:

- Patents
- Trade Secrets
- Domain Names
- Trademarks
- Copyrights

Networking to follow!

Cost: \$10



June 23—September 15, 2018

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# SATURDAYS

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8:30 AM—12:30 PM

Fruita's Civic Center Park

Fresh Produce • Located on the Grass  
Live Music • Kids in Business • Dog Friendly



*\*Dogs must be kept on a leash\**

We proudly accept SNAP/DUFB







*5th Annual*  
***Cops & Cars Car Show***  
to benefit Special Olympics

**August 11, 2018**  
8 am - 3 pm

**Little Salt Wash Park**  
651 N. Pine, Fruita

Registration information:  
(970) 858-2250

Photo by www.Wall.com

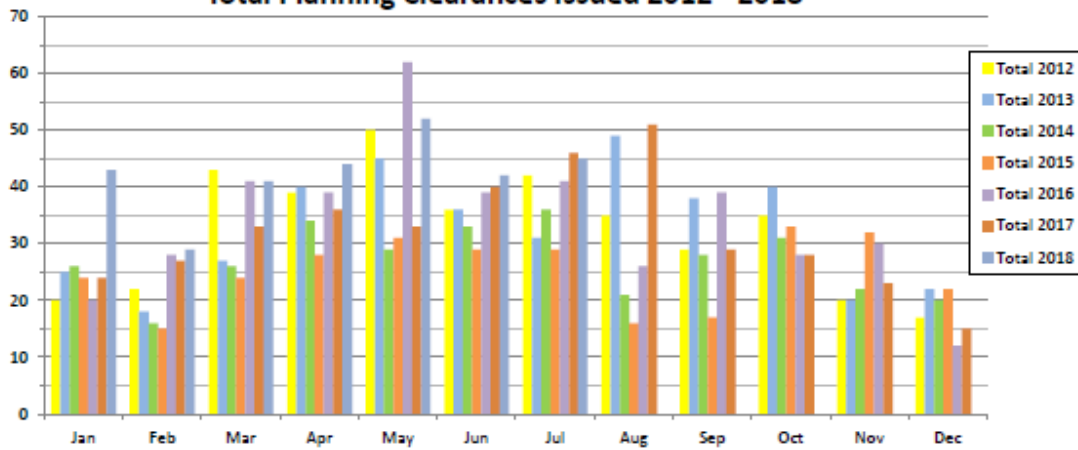


**MONTHLY DEVELOPMENT REPORT 2018**

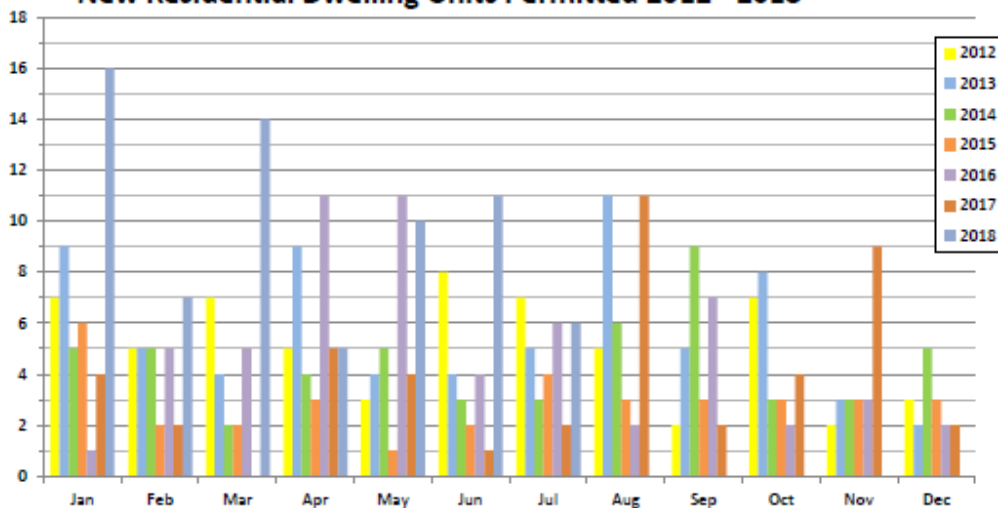
**RESIDENTIAL DU's PERMITTED AND TOTAL PERMITS ISSUED**

	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	Total 2018	RES 2018	RES AVE
Jan	20	7	25	9	26	5	24	6	20	1	24	4	43	16	6.9
Feb	22	5	18	5	16	5	15	2	28	5	27	2	29	7	4.0
Mar	43	7	27	4	26	2	24	2	41	5	33	0	41	14	4.9
Apr	39	5	40	9	34	4	28	3	39	11	36	5	44	5	6.0
May	50	3	45	4	29	5	31	1	62	11	33	4	52	10	5.4
Jun	36	8	36	4	33	3	29	2	39	4	40	1	42	11	4.7
Jul	42	7	31	5	36	3	29	4	41	6	46	2	45	6	4.7
Aug	35	5	49	11	21	6	16	3	26	2	51	11			6.3
Sep	29	2	38	5	28	9	17	3	39	7	29	2			4.7
Oct	35	7	40	8	31	3	33	3	28	2	28	4			4.5
Nov	20	2	20	3	22	3	32	3	30	3	23	9			3.8
Dec	17	3	22	2	20	5	22	3	12	2	15	2			2.8
	<b>388</b>	<b>61</b>	<b>391</b>	<b>69</b>	<b>322</b>	<b>53</b>	<b>300</b>	<b>35</b>	<b>405</b>	<b>59</b>	<b>385</b>	<b>46</b>	296	69	56.00

**Total Planning Clearances Issued 2012 - 2018**



**New Residential Dwelling Units Permitted 2012 - 2018**



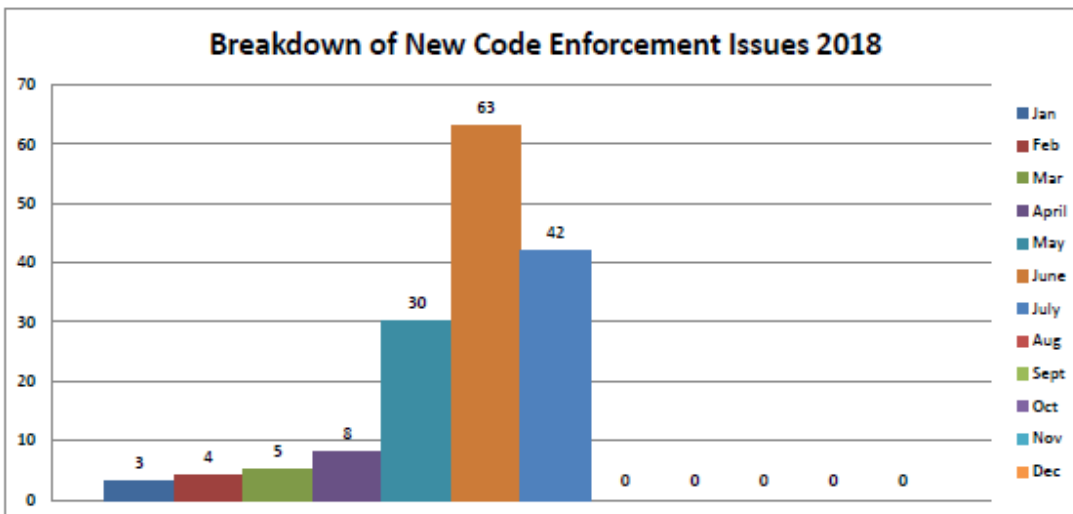
Break Down of other Development Permits Issued 2018

	Fence	Com	Remodel	Remodel	Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Mobility	Porch / Patio	Misc.	Total
Jan	7	0	1	2	9	3	1	0	1	1	1	0	0	17	43
Feb	7	0	1	2	6	3	1	0	0	0	0	0	0	9	29
Mar	9	1	2	1	2	4	2	1	0	3	0	1	0	15	41
April	7	0	1	0	4	5	1	2	3	6	0	1	1	13	44
May	12	0	5	3	2	3	1	0	3	1	0	0	4	18	52
June	8	2	1	4	4	5	0	0	0	4	0	1	0	13	42
July	7	0	0	13	7	2	0	1	0	3	0	0	0	12	45
Aug															0
Sept															0
Oct															0
Nov															0
Dec															0
YTD	57	3	11	25	34	25	6	4	7	18	1	3	6	97	298

Break Down of New Code Enforcement Issues 2018

	Weeds	Trash	Junk Vehicles	Permits	Business	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	0	0	0	0	0	0	1	0	0	0	2	3
Feb	0	0	0	0	0	0	0	0	0	0	0	4	4
Mar	0	0	0	0	0	0	0	0	0	0	0	5	5
April	0	0	0	0	0	0	0	0	0	0	0	8	8
May	3	15	2	0	0	0	3	0	0	0	5	2	30
June	28	2	0	0	0	0	0	1	2	0	30	0	63
July	26	2	1	0	0	0	1	0	0	0	10	2	42
Aug													0
Sept													0
Oct													0
Nov													0
Dec													0
YTD	57	19	3	0	0	0	4	2	2	0	45	23	155

Breakdown of New Code Enforcement Issues 2018





**WHY FRUITA?** The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

**Quality of Place (QP)** The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

**Economic Health (EH)** The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

**Lifestyle (L)** The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



# FRUITA COLORADO



*City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.*

## **We are Fruita. We are...**

**Fun**—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

**Respectful**—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

**United**—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

**Innovative**—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

**Transparent**—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

**Authentic**—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.